

Subject: Fwd: Sign Up and Start Planning for #SmallBizSat

From: Miranda Paster <miranda.paster@lacity.org>

Date: 10/16/2017 09:12 AM

To: Ellen Endo <ellenendo@yahoo.com>, wilmingtonchamber
<wilmingtonchamber@wilmington-chamber.com>, s ch
<serranochilipepper@yahoo.com>, "Russell, Mike" <mike@wilshirecenter.com>,
lessisters@lycos.com

CC: Rita Moreno <rita.moreno@lacity.org>, Rick Scott <rick.scott@lacity.org>,
"Van Cise, Eugene" <eugene.vancise@lacity.org>, "Hinkson, Rosemary"
<rosemary.hinkson@lacity.org>

----- Forwarded message -----

From: **International Downtown Association** <tracie@downtown.org>

Date: Mon, Oct 16, 2017 at 8:04 AM

Subject: Sign Up and Start Planning for #SmallBizSat

To: miranda.paster@lacity.org

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GET READY TO RALLY - START PLANNING A NEIGHBORHOOD EVENT

Apply to be a Neighborhood Champion at ShopSmall.com/IDA.

IDA is proud to be part of Small Business Saturday®, which unites communities each year in support of the small businesses they love. We invite you to participate as a Neighborhood Champion and be the one who goes above and beyond to rally your community.

As a Neighborhood Champion, one of your first steps is to plan an event to help celebrate the big day on Nov 25. It's never too early to start coming up with ideas. Here's some inspiration from other Neighborhood Champions:

Kickoff Breakfast: Bring small business owners around the table with the community before everyone heads out to Shop Small®.

Shop Small Passports: Turn Small Business Saturday into an opportunity to shop all over town with passports that can be stamped along the way.

Shop Small Welcome Station: Greet the neighborhood with anything from a simple booth to a centralized location full of treats and entertainment.

When it comes to hosting your own event, take a tip from Mary Hodson, a former Neighborhood Champion, who says, "Make it simple! The more we tried to do, the more we tripped over ourselves. Make it easy for staff, volunteers, and shoppers!" For further information and materials to help bring each of these ideas to life, visit ShopSmall.com/IDA.

Neighborhood Champions can expect to receive even more resources to help them stay on track, like monthly emails with tips and inspiration, as well as a Small Business Saturday Event Kit* containing Shop Small merchandise to distribute in their neighborhood, all compliments of American Express.

Sign up to be a Neighborhood Champion today at ShopSmall.com/IDA.

See [Terms of Participation](#) for additional details.

*While supplies last. Contents may vary. Apply by Nov 6.

STAY CONNECTED



International Downtown Association, [910 17th Street NW](#), [Suite 1050](#), [Washington, DC 20006](#)

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Counting my blessings - Sing and be Happy Today!

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